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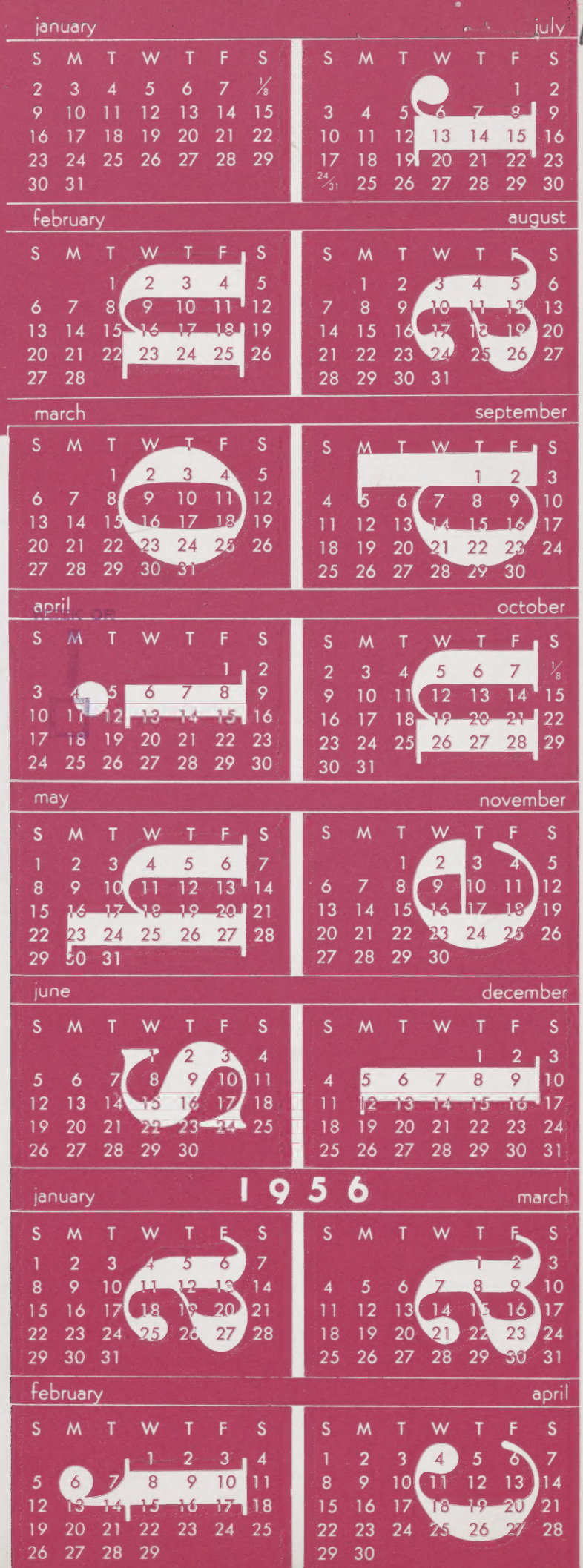

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING SUNDAY, APRIL 10, 1955

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 10 12:00 Noon; 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON & MAIN DINING ROOM
	Door prizes will include hats, jewelry, bags. Also, entertainment. Price: $4.00. For reservations, contact: EL. 5-5000. Publ: Olive Prill, EL. 5-5000.		
Sunday April 10 12:30 P.M. T.V. Show 1:00 P.M. Luncheon	DESIGNER FASHIONS AND MILLINERY	LEADING DESIGNERS & JOHN FREDERICS, INC.	HOTEL PIERRE COTILLION ROOM
	Annual Easter Sunday fashion show of hats by John Frederics. In addition, fashions by leading national and international designers, many flown here especially for this occasion. A panel of celebrities will judge hats of guests in the audience. Reservations: $6.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: June Johnson, PL. 3-1191. Show will be televised on NBC coast-to-coast network at 12:30 P.M. M.C.: Arlene Francis. Also, M.C. & Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Sunday April 10 12:30 P.M. Brunch	MILLINERY FASHIONS AT EASTER BRUNCH	MILLINERY FASHION BUREAU (1450 B'WAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	"Roses and Pink Champagne"--Easter Sunday brunch and millinery fashion show of special rose motifs with hats by: John Frederics, Walter Florell, Emme, Laddie Northridge, Mr. Arnold, Gustavo, Rose Saphire, Peg Fischer, Beatrice Martin, Helen Liebert, Margaret Cody, Robert Dudley. Price: $5.00. Reservations; Noel, CI. 6-7700. Contact: Mrs. Sessions, CI. 7-2200.		
Sunday April 10 1:00 P.M. Luncheon	EASTER LUNCHEON AND FASHION SHOW	N.Y. HEART ASS'N - WOMEN'S DIVISION	WALDORF-ASTORIA BALLROOM
	"Let Your Heart Go To Your Head"--a showing of Easter fashions sponsored by the Int'l Silk Ass'n and leading American designers. Entertainment by Victor Borge. Fashions will be televised by Tex and Jinx. Fashion Dir: Eleanor Lambert, MU. 8-2130. Price: $15.00, for benefit of 1955 Heart Campaign. Contact: N.Y. Heart Fund, 485 Fifth Ave., MU. 7-1600.		
Sunday April 10 1:00 P.M. Luncheon	HAT FASHION SHOW AT EASTER LUNCHEON	MR. JOHN, INC.	HOTEL AMBASSADOR TRIANON ROOM
	Reservations: $8.00. Contact: PL. 5-1000. Mr. John Publicity: Mary-Jean Mairs, MU. 8-4906. Produced by Mary Alice Rice, CI. 6-1790.		
Sunday April 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT BENEFIT LUNCHEON	IRENE OF NEW YORK	HOTEL PLAZA RENDEZ-VOUS ROOM
	Showing of hats by Irene of New York at a special Easter luncheon for benefit of Judson Health Center. Price: $8.00; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

(Continued on next page)

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday April 10 1:00 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON	RUSSEKS FIFTH AVENUE; EVYAN PARFUM	SAVOY PLAZA HOTEL SAVOY - CAFE LOUNGE
	Russeks will present Spring and Summer fashions at a special Easter luncheon in association with Evyan Parfum. Luncheon price: $6.00; contact: EL. 5-2600, Ext. 252. Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.		
Sunday April 10 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT EASTER LUNCHEON	BENEFIT OF SISTER KENNY FOUNDATION	HOTEL PIERRE BALLROOM
	Fourth annual Easter Sunday luncheon and fashion show for benefit of Sister Kenny Polio Fund. Showing of fashions by leading designers, featuring a presentation of children's fashions. Price: $12.50. Contact: Martha Palmer at Foundation, 500 Fifth Avenue, OX. 5-5262.		
Sunday April 10 1:00 P.M. Luncheon 5:00 P.M. Cocktails	TWO EASTER SUNDAY FASHION SHOWS	FOR BENEFIT OF DAMON RUNYON CANCER FUND	HOTEL VANDERBILT DELLA ROBBIA ROOM
	Fashions in setting of Dutch tulip garden, with tulips flown here by KLM Royal Dutch Airlines. Fashions--Lilly Dache; Celeste children's dresses; Bambury coats; Milton Herman furs; Kramer jewelry; Coblentz bags; I. Miller shoes; Custom Tailors and Sulka men's fashions. Guest of Honor: Hildegarde Neff, co-star of "Silk Stockings." Staged by Claire Wilson, PL. 9-3636. Contact: MU. 3-4000.		
Sunday April 10 4:00 P.M.- 7:00 P.M. Champagne Tea	PARADE OF "DOGS & DOLLS"	FOR BENEFIT OF A.S.P.C.A.	SAVOY PLAZA HOTEL CRYSTAL SUITE
	Champagne party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs--accessorized by Gimbels. Commentator: Nancy Craig. Price: $5.00. Contact: Mrs. George F. Elliott, PL. 5-1650.		
Sunday April 10 4:00 P.M.- 8:00 P.M. Tea Dance	BENEFIT FOR CITY CENTER ART GALLERY	CITY CENTER OF MUSIC AND DRAMA	HOTEL AMBASSADOR BALLROOM
	Easter Sunday Tea-Dance, with proceeds for the City Center Gallery. M.C.'s: Walter Kronkite and Jessie Royce Landis. Entertainment by Hermione Gingold, Elaine Stritch, Julie Wilson. Tickets: $8.50; contact: Mrs. Morton Banks, 200 E. 66th St., TE. 8-1513.		
Monday April 11 9:00 A.M.	TABLE SETTINGS-- PREVIEW FOR PRESS	JAMES McCUTCHEON & CO.	1ST FLOOR
	"Penthouse to Patio"--table settings including china and linen. By invitation only. Open to public, April 11 - 23. Publ: Kathryn Grimes, EL. 5-1000.		
Monday April 11- April 16 1:00 P.M.- 11:00 P.M.	SPRING COUNTRY ANTIQUES FAIR	THE NEW YORK ANTIQUES FAIR, INC. (660 MADISON)	71ST REG'T ARMORY PARK AVE. & 34TH ST.
	Exhibits include a tavern room; the Chrysler collection of mechanical banks; display of early American, Scotch and English pistols -- shown by 181 dealers from 13 states, as well as Italy, Denmark and France. Press previews on Sunday, April 10, 4:00 P.M. - 6:00 P.M.; Monday, April 11, 11:00 A.M. By invitation. Admission: $1.50. Publicity: C.J. Nuttall or Dorothy Hazen, TE. 8-6830.		
April 11 3:00 P.M.	PRESS PREVIEW OF THE COUTURIER FASHIONS TO BE SHOWN AT THE "APRIL IN PARIS" BALL, (FRIDAY, APRIL 15) WALDORF-ASTORIA. (See Page 4).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 12 9:00 A.M.- 12:00 Noon Breakfast	MODEL UNITS IN NEW APARTMENT BUILDING	AMERICAN INSTITUTE OF DECORATORS	BREVOORT APARTMENTS FIFTH AVE. & 8TH ST.
	Members of the N.Y. Chapter of the A.I.D. will design and execute the interiors of three model units in the new 19 story penthouse building. Preview by invitation only. Open to public for one month, beginning Wed., April 14. Admission: $1.50, for benefit of N.Y. Heart Fund. Publicity: Richard Dillon Jr., CH. 3-6112.		
Tuesday April 12 2:00 P.M.- 5:00 P.M.	PREVIEW: TEXTILES & JEWELRY FROM INDIA	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
	Organized under the Museum's International Program for cultural exchange among nations, "Textiles and Jewelry from India" will feature historical textiles of several centuries, as well as outstanding modern fabrics chosen for brilliance of coloring, perfection of craftsmanship and modern design. Many of the fabrics will be draped and accessorized. Open to public, April 13 to June 5. Publicity: Elizabeth Shaw, CI. 5-8900.		
Tuesday April 12 2:30 P.M.	"KAY JR." SPRING & SUMMER FASHIONS	RUSSEKS FIFTH AVENUE	5TH FLOOR
	Russeks will present fashions by Kay Jr., (division of Kay Windsor). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday April 12	OPENING OF EARLY FALL COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Opening of early Fall collection of Originala coats. By appointment only. Contact: Mr. Mariani, BR. 9-8989.		
Wednesday April 13 9:30 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Spring-into-Summer maternity fashions will be presented to the press by Ohrbach's. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Wednesday April 13 10:00 A.M. Breakfast	PREVIEW OF FALL SWEATERS FROM ISRAEL	ALED, INC.	HOTEL PLAZA WHITE & GOLD ROOM
	Press preview of Fall sweaters in fine merino wool imported from Israel. By invitation. Publicity: Betty Impellitteri Associates, PL. 3-1170.		
Wednesday April 13 10:00 A.M.	PREVIEW FOR PRESS OF FUR FASHIONS	ALFRED RAINER	17 EAST 55TH STREET SALON
	Early Fall and Spring furs by Alfred Rainer at a preview for the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday April 13 12:30 P.M. Luncheon	HOME FURNISHINGS DESIGN CITATIONS	AMERICAN INSTITUTE OF DECORATORS	HOTEL AMBASSADOR DIPLOMAT SUITE
	Presentation of citations of merit to winners of A.I.D.'s 9th annual home furnishings design competition. By invitation only. Publicity: Richard Dillon, CH. 3-6112.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 13 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
	Merchants in 25 categories of retailing will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner for the 1954 Brand Name Retailer-of-the-Year Awards. Price: $20.00. Contact: George Hallock or Nathan Keats at the Foundation, PL. 9-8425.		
Thursday April 14 9:00 A.M.-11:30 A.M. Breakfast	NEW UPHOLSTERY - PREVIEW FOR PRESS	MELDAN FURNITURE	1218 SECOND AVENUE (AT 64TH STREET)
	"Be Seated"--introduction of new upholstery group; and also, display of Hastings Square by William Pahlmann. By invitation only. Contact: Mel Sweet at Jamian Advertising, WO. 2-6020.		
Thursday April 14 9:30 A.M. Breakfast	PREVIEW OF MATERNITY FASHIONS FOR SUMMER	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Preview for the press of Macy's maternity fashions, including playclothes, separates and bathing suits. By invitation. Publ.: Barbara Gray, CH.4-2000.		
Thursday April 14 1:00 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW	B. ALTMAN & CO.	HOTEL PLAZA TERRACE ROOM
	Showing of Summer fashions by Mollie Parnis, available at Altman's. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday April 15 2:30 P.M.& 8:30 P.M.	PREMIERE: CUSTOM-ORDER COLLECTION	ROBERT MARTIN TUTTLE	CARL FISCHER HALL SKY ROOM
	Robert Martin Tuttle's first collection of afternoon, cocktail and evening gowns. By invitation, contact (after 2:30 P.M.); EN. 2-1573.		
Friday April 15 9:00 P.M. Dinner; Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation and the French Hospital of N.Y. (Press preview, April 11 at 3:00 P.M.). Fashions by -- Balenciaga, Balmain, Castillo of Lanvin, Dior, Fath, Givenchy, Gres. Jewels--Cartier. Furs--Maison Leon. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mme. Couve de Murville. Reservations--$75.00; contact: Miss Lisette Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-5725.		
Monday April 18-April 19 10:30 A.M.	SHOWING OF FALL SHOES AND BAGS	TOWN & COUNTRY SHOES AND BAGS	350 FIFTH AVENUE SHOWROOM -69TH FL.
	Presentation of Fall shoes and bags by Town & Country. By invitation. Contact: Mrs. Eleanor Howard, CH. 4-3620.		
Monday April 18 12:30 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW	A. C. WEBER & CO. (CHICAGO, ILLINOIS)	HOTEL PLAZA PERSIAN ROOM
	"The Knitrip Versatiles"--knit travel wardrobes, designed for Speed-O-Knit Machines by Georgiana Jordan of Chicago. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Speed-O-Knit Publicity: Jonne Craig at Robert Taplinger Assoc., PL. 7-8040.		
April 18-April 21	NATIONAL PACKAGING EXPOSITION. Contact: American Management Ass'n, 330 W. 42nd St., JU. 6-8100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 18 4:30 P.M.-7:00 P.M.	HOME FURNISHINGS FABRICS PREVIEW	JACK LENOR LARSEN, INC. (60 EAST 58TH STREET)	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
	Preview for the press of woven and printed fabrics, designed by Jack Lenor Larsen; and imports from Mexico and Haiti. Handwoven rugs and screens; and furniture covered in Larsen fabrics, with settings by Risom, Directional, Dunbar. By invitation only. Also, special cocktail party Thurs., April 21, 5:00-8:00 P.M. Contact: Patricia Pynchon, PL. 8-2415.		
Monday April 18 6:00 P.M.	"SUMMER INTO FALL" BRIDAL FASHIONS	GIMBELS	3RD FLOOR BRIDAL SALON
	Gimbels will present "Summer into Fall" bridal fashions. Commentator: Helen E. Murphy, Editor-in-Chief, "The Bride's Magazine". Press invited. Open to public. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.		
Monday April 18-April 24	INTERNATIONAL FOOD SHOW -- 1955	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
	Food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Special features -- model gas and electric kitchens, with daily programs showing preparation of special foods; International Beer Garden; Japanese cherry blossom garden; India's Taj Mahal. (April 18--10:00-7:00, April 19-April 22--11:00-1:00, trade only, by invitation. Public showings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission: $1.00. Contact: P. Gordon Saville, 7 Park, MU. 6-7431.		
Tuesday April 19 9:00 A.M.-5:00 P.M.	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Esquire Magazine's Forum and Seminar for manufacturers, buyers, retailers. Tickets: $100.00. Contact: Irving Silverman at Esquire, PL. 9-3232.		
Tuesday April 19 9:30 A.M. And 3:30 P.M.	PREVIEW: GIRLS' FALL LINGERIE, SLEEPWEAR	MUNSINGWEAR	261 MADISON AVENUE SHOWROOM
	Munsingwear will present Fall lingerie and sleepwear for girls at two showings: press breakfast at 9:30 A.M.; resident buyers at 3:30 P.M. By invitation only. Contact: Rona Monell, at Munsingwear, MU. 2-5580.		
Tuesday April 19 10:00 A.M.	PREVIEW OF SUMMER DRESS FASHIONS	S. KLEIN	ANNEX PENTHOUSE
	Klein's will invite the press to preview Summer dress fashions. By invitation only. Publicity: Libbie Wynehouse, SP. 7-6500.		
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
	"The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of $25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc., PL. 3-1543. Hospital Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.		
Tuesday April 19 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Presentation of Jerry Gilden's Summer fashions by Russeks. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 19 4:00 P.M.-7:00 P.M. Cocktails	HOME FURNISHINGS & ACCESSORIES PREVIEW	HOUSE OF TIME	471 PARK AVENUE 7TH FLOOR
	Showing of 10-room duplex apartment in a decor designed by Jane Ashley, A.I.D., and her Associated Interior Decorators; and Mildred Irby, A.I.D. By invitation only. Contact: Karolyn Martin, AL. 4-6969.		
Wednesday April 20 9:30 A.M. Breakfast	PRESS PREVIEW OF "HAYETTES" FOR JUNIORS	BEST & CO.	13TH FLOOR RECREATION ROOM
	Best's will preview Summer junior dresses--"Hayettes" by Haymaker. (Note Change of Date). By invitation only. Publ.: Gay Stearns, PL.9-2000.		
Wednesday April 20 12:00 Noon Luncheon	FALL AND WINTER FABRICS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
	The Fashion Group's Fabrics Luncheon, with Estelle Hamburger speaking on "Fashion Materialism". Commentator & Chairman: Vesta Shaffer, Co-Chmn.: Margaret Ingersoll. Exhibit & staging: Walter Hazeltine. Prices: $5.50 for members; $6.50 for guests. Exhibit from 10:00 A.M.-4:00 P.M., $1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Wednesday April 20 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW	DAVID E. GOTTLIEB, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Summer fashions by Gothé, available at Bonwit Teller. Press by invitation. Public by reservation; contact: EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Fashion Dir.: Madeleine Riordan, EL.5-3000.		
Thursday April 21 12:30 P.M. Luncheon	PRESS PREVIEW OF TAICHER SHOES	PAN AMERICAN MODE (350 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
	Taicher's "Gloviest" shoes, Italian-designed, featuring a back-to-school collection, will be presented to the press. By invitation only. Publicity: Pauline Parker at Maybruck Assoc., 16 E. 41st St., LE. 2-9994.		
Thursday April 21 1:00 P.M. Luncheon	DESIGNER FASHIONS IN GALEY & LORD COTTONS	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present fashions by leading designers in Galey & Lord cottons. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday April 21 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	"Flame 'n Smoke"--White Stag will preview their Fall collection, emphasizing ember tones. Showing at 4:30 P.M. By invitation only. Publicity: Barbara McGinness at White Stag, BR. 9-1975.		
Friday April 22 9:30 A.M. Breakfast	"FASHION STORY OF A FIBER -- A FABRIC"	FABREX CORP.	MET OPERA HOUSE CLUBROOMS (B'WAY ENT.)
	"The Fashion Story of a New DuPont Fiber in a Fabric by Fabrex"--at a fashion review for retailers and press. Experts from DuPont, Fabrex and Sanco Piece Dye Works will explain fabric performance potential during an informal question-and-answer period following show. Show promptly at 10:00 A.M. By invitation only. Fabrex Publicity: Hilde Straus, CH.4-4500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 26 12:00 Noon Luncheon	PREVIEW OF FALL KNITTED DRESSES	LASS O'SCOTLAND (1407 BROADWAY)	ESSEX HOUSE COLONADES ROOM
	Lass O'Scotland will preview their knitted dresses for Fall. Press and trade by invitation only. Contact: Leonard Berkson, LO. 4-5134.		
Tuesday April 26 12:30 P.M.	SHOWING OF SUMMER SPORTSWEAR	SAKS 34TH STREET	3RD FLOOR
	Saks 34th will present their Summer sportswear collection. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Tuesday April 26 1:30 P.M. Luncheon	SUMMER FASHIONS AT PRIVATE SHOW	BRIGANCE OF SPORTSMAKER	N.Y. ATHLETIC CLUB 180 CENTRAL PK. SO.
	"Sun or Shade"--clothes for town and country wear, designed by Brigance for Sportsmaker, at a special show for wives of club members. Press by invitation. Contact: John Condon at N.Y.A.C., CI. 7-5100.		
Wednesday April 27 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOW	CHARLES GELATT (27 EAST 62ND ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Showing of custom-order and ready-to-wear fashions for Summer by Charles Gelatt. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-5300. Publicity: Russell O'Neil, TE. 8-2975. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday April 27 6:00 P.M.- 8:00 P.M. Reception	COTTON FASHION AWARD IN WASHINGTON, D.C.	LEADERS IN COTTON TEXTILE FIELD	MAYFLOWER HOTEL WASHINGTON, D.C.
	Third annual Cotton Fashion Award will be presented in Washington, D.C. at Congressional Reception of Nat'l Cotton Council. Sponsored by Dan River Mills, Galey & Lord, Herbert Meyer, Skillmill, Inc. (Hope Skillman), M. & W. Thomas. Also, Members of Guild of Independent Cotton Converters:Arthur Beir Co., Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Peter Pan Fabrics, Stern & Gutman, Stoffel & Co. A jury of twelve from retailing and press will select winning designer. Fashion show at 7:00 P.M. of Summer cottons by leading American designers and this year's winner. By invitation. Publ: Eleanor Lambert, MU. 8-2130.		
Thursday April 28 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
	"The State of Beauty in Suburbia, U.S.A....All Is Not Well!" Speaker and commentator: Charlotte Montgomery, writer and consultant. Co-Chmn.: Ruth Boyle and Leslie Munro. Prices: $4.50 for members; $5.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publ: Ruth Hammer Assoc.,EL.5-7872.		
Thursday April 28 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
	Ohrbach's will present Summer fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Ohrbach Publ: Mark Klauser, OX. 5-4000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		
Saturday April 30- May 15	SEMI-ANNUAL COSTUME JEWELRY SHOW	COSTUME JEWELRY MFRS. ASS'N	HOTEL MARTINIQUE
	Fifth Costume Jewelry Show, for wholesalers only. Contact: LO. 4-0576.		
May 1- May 7	NATIONAL BABY WEEK.		
	Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday May 1- May 2 4:00 P.M.	SHOWING OF FALL AND WINTER SHOES	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER BALLROOM
	"Passport to Shoe Fashions"--preview of shoes fashions for Fall and Winter, sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores. Co-Managers: Edward Atkins and Maxwell Fields, MU. 2-8704. By invitation only. Publicity and Production: Doris Weston, PL. 9-5844.		
Monday May 2- May 4 10:30 A.M.; 3:00 P.M.	PREVIEW OF "FOOTWEAR FOR MODERN LIVING"	OOMPHIES, INC.	350 FIFTH AVENUE SUITE 7720
	Oomphies will preview their collection of back-to-school and pre-holiday "footwear for modern living" on May 2, 3, 4 at 10:30 and 3:00. By invitation only. Contact: Pat Kannon, LO. 4-9495.		
Tuesday May 3 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday May 4 12:00 Noon Luncheon	PRESS PREVIEW OF MAN-MADE FUR	ORLLEGRO (PRINCETON KNITTING)	HOTEL PLAZA WHITE & GOLD SUITE
	Fashion show to preview Fall designs of Orllegro, man-made fur of the Princeton Knitting Mills. Trade luncheon at Baroque Room of Hotel Plaza, Thursday, May 5 at 12:30 P.M. By invitation only. Contact: Miss Lee Ballard, OX. 5-0730; or Don Degnan Assoc., 166 W. 46th St., CO. 5-7734.		
Monday May 9 12:30 P.M.; 6:00 P.M.	SHOWING OF COTTONS BY KAY WINDSOR	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
	Saks 34th will present Summer cottons by Kay Windsor. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
	Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.		
Beginning Tuesday May 10 3:00 P.M.	OPENING OF FALL BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at 3:00 P.M. daily. Contact: Florence Hamburger, BR. 9-2680.		
Wednesday May 11 12:00 Noon Luncheon	CHILDREN'S FASHION & HOME FURNISHINGS SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR BALLROOM
	First presentation by The Fashion Group of children's fashions in home furnishings and ready-to-wear. (More details later). Chairmen--Home Furnishings: Margaret Hockaday and Jane Scriven; Children's: Nancy White. Contact: The Fashion Group, CI. 7-3940.		
Monday May 16 12:00 Noon Luncheon	EIGHTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor will present the Eighteenth Annual Awards Luncheon. (More details later). Public Relations: Rea Lubar, WI. 7-3300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 17 4:00 P.M.-6:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION	HAYMAKER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
	Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publicity: Terry Mayer, BR. 9-6560.		
Wednesday May 18 4:00 P.M.	PREVIEW OF FALL COATS & SUITS	GOLDBERG-WEISSMAN, INC. (530 SEVENTH AVENUE)	SHERRY NETHERLAND CRYSTAL ROOM
	Presentation of Fall coat and suit collection, styled by John Derro. By invitation only. Contact: Mrs. Sylvia Bernstein, LA. 4-9616.		
Sunday June 5-June 8	FALL MARKET WEEK IN CALIFORNIA	CALIFORNIA FASHION CREATORS, INC.	HOTEL AMBASSADOR LOS ANGELES, CALIF.
	Contact: Marjorie Carne, 740 South Broadway, Los Angeles, Calif.		
Monday June 6 4:30 P.M.-7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"
	The Wool Bureau will present a press showing of wool fabrics for Fall 1955, featuring wool colors, textures and weights of key importance for the coming season. By invitation only. Contact: Betty Tanner, PL. 7-5092. On June 7, 8, 9, 10, from 8:30 A.M. to 6:00 P.M., show opens to buyers, fashion coordinators and merchandise managers with refreshments throughout the day. Contact: Toni Robin, PL. 7-5092.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning Monday June 6	ADLER & ADLER, INC.	550 Seventh Avenue	BR. 9-9600
	DAVIDOW	550 Seventh Avenue	PE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue	LO. 5-3041
	ZOLTAN-ROSENBERG CO.	550 Seventh Avenue	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue	PE. 6-0444

Beginning Monday June 6	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The following members of the FOGA will open their Fall collections:		
	LARRY ALDRICH CO., INC.	JACK HOROWTIZ ASSOCIATES	MARTIN SIMON, INC.
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	NAT KAPLAN, INC.	FRANK STARR, INC.
	WILLIAM FOX, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	PAUL PARNES CORP	HANNAH TROY, INC.
	A. GOODMAN & CO.	BEN REIG, INC.	SAMUEL WINSTON, INC.
	GRABOIS	RUDOLF GOWNS	
	Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.		

Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
	Preview for the press of Christian Dior-New York collection for Fall. Trade opening at 2:30; showings for trade at 2:30 P.M. on June 9, 13, 15, and 17. By invitation only. Contact: PL. 7-2024.		
Monday June 13-June 17	CORSET & BRASSIERE FALL MARKET WEEK	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
	Contact: Mary Osborne, Corset and Brassiere Ass'n, 200 Madison, LE.2-9440.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday April 11 — PREMIERE: "MARTY" (Movie) SUTTON THEATRE, 205 EAST 57TH STREET
A Hecht-Lancaster production, released by United Artists, starring Ernest Borgnine and Betsy Blair. Producer: Harold Hecht. Director: Delbert Mann. Costumes: Norma. U-A Publicity: Tess Michaels, CI.5-6000.

Tuesday April 12 — OPENING: "CHAMPAGNE COMPLEX" CORT THEATRE, 138 WEST 48TH STREET
Gayle Stine will present Leslie Steven's new comedy starring Donald Cook, Polly Bergen, John Dall. Director: Michael Gordon. Production designed by Charles Elson. Publicity: Sam Friedman, PL. 7-4380.

Tuesday April 12 — FIFTH & FINAL WEEK: N.Y. CITY OPERA CITY CENTER, 131 W. 55TH STREET
Tues., April 12: DON PASQUALE. Wed., April 13: MERRY WIVES OF WINDSOR. Thurs., April 14: CARMEN. Fri., April 16: MADAMA BUTTERFLY. Sat., Mat., April 17: TALES OF HOFFMAN. Sat., Eve., April 17: CAVALLERIA RUSTICANA and I PAGLIACCI. Sun., Mat., April 17: LA TRAVIATA. Sun., Eve., April 17: LA BOHEME. Publicity: Miss Alix B. Williamson, CO. 5-1758.

Tuesday April 12 — FIRST WEEK: THE BALLET THEATRE MET. OPERA HOUSE, 39TH ST. & B'WAY
Tues., April 12: LES SYLPHIDES, PILLAR OF FIRE, PAS DE DEUX (BLACK SWAN), FANCY FREE. Wed., April 13: PETROUCHKA, PAS DE DEUX (NUTCRACKER), A STREETCAR NAMED DESIRE, GRADUATION BALL. Thurs., April 14: DESIGNS WITH STRINGS, GISELLE, INTERPLAY. Fri., April 15: ROMEO AND JULIET, PAS DE DEUX (BLACK SWAN), THEME AND VARIATIONS. Sat., Mat., April 16: RODEO, LES SYLPHIDES, LA FILLE MAL GARDEE. Sat., Eve., April 16: PETROUCHKA, SWAN LAKE, CAPRICHOS, GRADUATION BALL. Sun., Mat., April 17: PETROUCHKA, SWAN LAKE, GRADUATION BALL. Sun., Eve., April 17: ALEKO, PILLAR OF FIRE, PAS DE QUATRE, FANCY FREE. Tickets: $1.00-$5.00. Publicity: Martin Feinstein at S. Hurok, PL. 9-6000.

Wednesday April 13 — OPENING: "MEET THE PEOPLE-1955" CAFE THEATRE, 235 WEST 46TH STREET
Lionel Stander and Jay Gorney will present a musical revue (in a new theatre with dining and dancing during the show) by Jay Gorney, Edward Eliscu and Henry Myers. Featuring: Jerry Ames, Greta Aldene, Conrad Buckner, Mickey Calin. Director: Mortimer Offner. Scenic design & lighting: Lester Polakov. Costumes: Michael Travis. Choreography: Fred Kelly. For reservations: contact: JU. 2-3047. Publicity: Ivan Black, PL. 5-4760.

Monday April 18 — OPENING: "ANKLES AWEIGH" MARK HELLINGER THEATRE, 237 W.51ST ST.
Howard Hoyt-Fred F. Finklehoffe-Reginald Hammerstein will present a musical by Guy Bolton and Eddie Davis about a Hollywood starlet's honeymoon in the Mediterranean with her sailor husband. Music: Sammy Fain. Lyrics: Dan Shapiro. Starring: Betty and Jane Kean, Mark Dawson, Lew Parker, with Gabriel Dell, Thelma Carpenter, Betty George, Mike Kellin. Director: Mr. Finklehoffe. Settings: George Jenkins. Costumes: Miles White. Choreography: Tony Charmoli. Publ.: George Ross, BR. 9-5906.

Tuesday April 19 — OPENING: THREE PRODUCTIONS PLAYHOUSE THEATRE, 137 W. 48TH ST.
Charles Bowden & Richard Barr will present three productions: (1) Maureen Stapleton, Myron McCormick with Felice Orlandi in Tennessee Williams' "27 Wagons Full of Cotton". Director: Vincent J. Donehue; (2) Paul Draper; (3) Leonard Bernstein's "Trouble in Tahiti". Director: David Brooks. Settings & lighting: Eldon Elder. Costumes: Pat Campbell. Publicity: Phillip Bloom, CH. 4-5185.